

1. Have you ever bought a used car?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A	B	C	D	E	F	G	H	I
Weighted	1035	556	479	171	343	521	97	306	471	161
		501	534	289	411	335	122*	388	337	187
Yes (NET)	811	415	397	186	338	288	102	314	261	134
	78%	83%	74%	64%	82%	86%	83%	81%	77%	72%
		B			C	C		I		
Yes from a private individual	199	102	97	74	79	46	29	68	57	45
	19%	20%	18%	26%	19%	14%	24%	18%	17%	24%
				E						
Yes from a used car dealer	349	155	194	84	137	127	50	153	98	47
	34%	31%	36%	29%	33%	38%	41%	39%	29%	25%
							HI	HI		
Yes, both from a private individual and a used car dealer	263	158	105	27	122	114	22	92	106	42
	25%	32%	20%	9%	30%	34%	18%	24%	32%	23%
		B			C	C			FG	
No (NET)	224	86	138	103	73	47	20	74	76	53
	22%	17%	26%	36%	18%	14%	17%	19%	23%	28%
			A	DE						G
No and I would not consider purchasing a used car in the future	122	56	66	37	46	40	13	46	47	16
	12%	11%	12%	13%	11%	12%	11%	12%	14%	8%
No but I would consider purchasing one in the future	101	30	71	66	28	8	7	28	29	37
	10%	6%	13%	23%	7%	2%	6%	7%	8%	20%
			A	DE	E					FGH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2. In your experience, how reliable is a used car?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have bought/would consider used car	898	491	407	146	298	454	86	263	405	144
Weighted	913	445	468	252	365	296	110*	342	290	171
Very reliable	339	160	178	71	144	124	38	146	103	51
	37%	36%	38%	28%	39%	42%	35%	43%	36%	30%
Somewhat reliable	508	249	258	163	193	152	62	170	168	107
	56%	56%	55%	65%	53%	51%	57%	50%	58%	62%
Not very reliable	55	28	27	14	25	16	5	25	17	9
	6%	6%	6%	6%	7%	5%	4%	7%	6%	5%
Not reliable	11	7	4	4	3	4	4	1	2	4
	1%	2%	1%	2%	1%	1%	4%	0	1%	2%
Summary							G			
Top2Box (Very/Somewhat reliable)	846	409	437	234	337	275	100	316	271	158
	93%	92%	93%	93%	92%	93%	92%	93%	93%	92%
Low2Box (Not very /Not reliable)	67	35	31	18	28	20	9	25	19	13
	7%	8%	7%	7%	8%	7%	8%	7%	7%	8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. Which of the following steps have you taken to assess the condition of a used car that you have purchased?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have bought used car	828	A	B	C	D	E	F	G	H	I
Weighted	811	470	358	110	276	442	81	247	377	123
		415	397	186*	338	288	102*	314	261	134*
Checked to make sure the car was clean inside and out	596	288	308	154	239	204	72	231	187	107
	73%	69%	78%	83%	71%	71%	70%	74%	72%	79%
Evaluated the condition of the exterior paint		A	DE							
	535	270	266	130	210	195	58	208	169	101
	66%	65%	67%	70%	62%	68%	56%	66%	65%	75%
Evaluated the condition of the tires										F
	524	258	266	122	210	192	57	192	172	103
	65%	62%	67%	65%	62%	67%	56%	61%	66%	77%
Acquired a copy of the car history report (for example, from CarProof or CarFax).										FGH
	375	184	190	88	147	139	34	152	113	75
	46%	44%	48%	47%	44%	48%	34%	48%	43%	56%
Identified if the car has a timing belt and determined the last time it was changed								F		FH
	240	108	131	69	104	67	29	78	81	52
	30%	26%	33%	37%	31%	23%	28%	25%	31%	39%
None of the above				E	E					G
	94	47	47	19	39	36	12	32	36	14
	12%	11%	12%	10%	12%	13%	12%	10%	14%	11%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4. When it comes to purchasing your next car, which of the following are you considering?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A	B	C	D	E	F	G	H	I
Weighted	1035	556	479	171	343	521	97	306	471	161
		501	534	289	411	335	122*	388	337	187
A new car	508	260	248	148	178	182	52	177	165	113
	49%	52%	46%	51%	43%	54%	43%	46%	49%	60%
A used car	465	232	233	143	192	130	60	173	149	82
	45%	46%	44%	49%	47%	39%	49%	45%	44%	44%
A car about the same price as the one I currently own/lease	297	133	164	74	118	106	26	116	90	65
	29%	27%	31%	25%	29%	32%	21%	30%	27%	35%
A more expensive car than the one I currently own/lease	101	58	44	47	26	28	14	28	26	33
	10%	11%	8%	16%	6%	8%	11%	7%	8%	18%
A less expensive car than the one I currently own/lease	74	34	40	25	23	26	4	17	27	25
	7%	7%	7%	9%	6%	8%	4%	4%	8%	13%
										FG

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5. If you were looking to purchase a used car, where would you look to purchase the car?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A	B	C	D	E	F	G	H	I
Weighted	1035	556	479	171	343	521	97	306	471	161
		501	534	289	411	335	122*	388	337	187
A used car dealership	633	301	332	192	237	205	69	233	211	120
	61%	60%	62%	66%	58%	61%	56%	60%	62%	64%
Net online	528	255	273	182	222	123	50	209	167	102
	51%	51%	51%	63%	54%	37%	41%	54%	49%	55%
A used car or dealer website				E	E			F		
	399	200	199	145	161	93	37	155	122	85
	39%	40%	37%	50%	39%	28%	30%	40%	36%	45%
An online classifieds website				DE	E					F
	338	163	175	124	148	66	33	129	112	63
	33%	33%	33%	43%	36%	20%	27%	33%	33%	34%
From another individual				E	E					
	336	171	165	122	126	88	34	116	112	74
	32%	34%	31%	42%	31%	26%	28%	30%	33%	39%
A print publication like a magazine or newspaper with used car listings				DE						
	281	135	147	97	105	80	25	103	102	51
	27%	27%	27%	34%	25%	24%	21%	26%	30%	27%
None of the above				E						
	99	50	49	16	32	51	12	30	38	18
	10%	10%	9%	6%	8%	15%	10%	8%	11%	10%
						CD				

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6. Under what conditions would you buy a used vehicle if it meant owning your dream car (sports car, luxury vehicle, classic car)?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A	B	C	D	E	F	G	H	I
Weighted	1035	556	479	171	343	521	97	306	471	161
		501	534	289	411	335	122*	388	337	187
If I thought it was in good condition	638	298	341	208	246	184	70	223	209	136
	62%	59%	64%	72%	60%	55%	57%	58%	62%	72%
If I thought the previous owner took good care of it				DE						FGH
	634	290	344	189	246	199	66	244	204	120
If it made it easier to afford	61%	58%	64%	65%	60%	59%	54%	63%	60%	64%
If I thought it would jump start a romantic relationship	522	220	302	183	222	117	51	191	176	104
	50%	44%	57%	63%	54%	35%	41%	49%	52%	55%
None of the above		A	E	E						F
	15	10	5	11	3	0	1	6	4	4
	1%	2%	1%	4%	1%	0	1%	2%	1%	2%
				DE						
	135	74	61	29	37	70	18	52	47	19
	13%	15%	11%	10%	9%	21%	15%	13%	14%	10%
						CD				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

7. Have you ever sold a car to another individual?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A	B	C	D	E	F	G	H	I
Weighted	1035	556	479	171	343	521	97	306	471	161
		501	534	289	411	335	122*	388	337	187
Yes (NET)	541	296	245	93	239	209	62	193	193	94
	52%	59%	46%	32%	58%	62%	51%	50%	57%	50%
Yes, to someone I knew or through a friend		B			C	C				
	375	216	159	56	171	147	50	136	128	61
	36%	43%	30%	20%	42%	44%	41%	35%	38%	32%
Yes, using an online website		B			C	C				
	86	42	44	30	42	14	5	33	26	21
	8%	8%	8%	11%	10%	4%	4%	9%	8%	11%
Yes, using an auto classifieds section in a print publication like a newspaper or magazine				E	E					
	184	109	75	23	78	83	17	61	65	40
	18%	22%	14%	8%	19%	25%	14%	16%	19%	22%
No (NET)		B			C	C				
	494	205	289	195	172	126	61	195	145	94
	48%	41%	54%	68%	42%	38%	49%	50%	43%	50%
No		A		DE						
	448	183	264	176	156	116	50	185	131	82
	43%	37%	49%	61%	38%	34%	41%	48%	39%	44%
No but I have thought about it		A		DE				H		
	46	21	25	19	16	10	10	10	14	11
	4%	4%	5%	7%	4%	3%	8%	3%	4%	6%
							G			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

8. Which of the following was the primary reason that motivated you to sell your car to another individual?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Have sold to another individual	580	A	B	C	D	E	F	G	H	I
Weighted	541	342	238	60	196	324	53	163	276	88
		296	245	93*	239	209	62*	193	193	94*
I knew I could make more money by selling it myself	293 54%	159 54%	134 54%	53 57%	123 51%	116 56%	28 45%	107 56%	103 54%	54 58%
I had a personal bond with my car and wanted to pass it along to someone who I knew would appreciate it as much as I did	114 21%	71 24%	43 18%	14 15%	48 20%	52 25%	20 32%	34 18%	42 22%	18 19%
I needed money quickly	63 12%	35 12%	28 12%	25 27%	31 13%	7 4%	13 20%	18 9%	18 9%	15 16%
Bought a new/ another car	43 8%	23 8%	20 8%	8 9%	20 8%	16 7%	6 10%	15 8%	15 8%	8 9%
Sold/ gave it to a friend or family member	18 3%	6 2%	12 5%	0 -	8 3%	10 5%	2 3%	9 5%	7 4%	0 -
Did not need it anymore	18 3%	8 3%	10 4%	2 3%	8 3%	7 4%	2 3%	7 4%	8 4%	1 1%
Moving/ going away	11 2%	5 2%	6 3%	0 -	7 3%	4 2%	0 -	2 1%	3 2%	5 5%
It was old/ in poor condition	7 1%	4 1%	3 1%	3 3%	2 1%	2 1%	0 -	2 1%	5 2%	0 -
Sold for parts	7 1%	4 1%	3 1%	3 3%	1 0	3 1%	0 -	3 2%	2 1%	1 1%

8. Which of the following was the primary reason that motivated you to sell your car to another individual?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Other	38 7%	19 7%	19 8%	3 3%	21 9%	14 7%	5 8%	12 6%	13 7%	9 9%
Don't know	2 0	2 1%	1 0	0 -	2 1%	1 0	0 -	2 1%	1 0	0 -

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

9. Have you ever found yourself in any of the following situations?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A 556	B 479	C 171	D 343	E 521	F 97	G 306	H 471	I 161
Weighted	1035	501	534	289	411	335	122*	388	337	187
I bought a used vehicle and had no trouble with it for years	509 49%	259 52%	250 47%	102 35%	216 52%	191 57%	54 44%	194 50%	171 51%	90 48%
I purchased a new car and something went wrong in a few months	105 10%	55 11%	51 9%	25 9%	45 11%	35 11%	13 11%	36 9%	35 10%	22 12%
I drove a friend/family member's newly purchased used car and would buy a used one based on that experience	100 10%	58 12%	42 8%	45 16%	30 7%	25 8%	7 6%	37 9%	31 9%	25 13%
I was forced to sell my car because it didn't accommodate a child's car seat	42 4%	16 3%	27 5%	22 8%	18 4%	3 1%	4 4%	15 4%	12 4%	10 5%
I was forced to sell my car because my partner didn't approve of it	12 1%	8 2%	4 1%	7 2%	5 1%	0 0	4 3%	2 0	4 1%	2 1%
I purchased a car because I was looking to impress someone	7 1%	5 1%	2 0	3 1%	3 1%	1 0	1 1%	2 0	1 0	3 1%
None of the above	434 42%	195 39%	239 45%	142 49%	166 40%	126 37%	57 47%	161 41%	136 40%	79 42%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

10. When it comes to car maintenance, who is more knowledgeable about taking care of the car (oil changes, etc.)?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1035	A	B	C	D	E	F	G	H	I
Weighted	1035	556	479	171	343	521	97	306	471	161
		501	534	289	411	335	122*	388	337	187
I am	513	398	115	109	189	216	62	176	183	92
	50%	80%	22%	38%	46%	64%	51%	45%	54%	49%
My partner is		B				CD			G	
	292	7	285	105	136	51	39	127	81	46
	28%	1%	53%	36%	33%	15%	32%	33%	24%	24%
I am but my partner thinks he/she is more knowledgeable about car maintenance.		A		E	E			H		
	23	8	15	6	8	9	5	7	7	3
	2%	2%	3%	2%	2%	3%	4%	2%	2%	2%
Neither of us claims to be knowledgeable about car maintenance	207	87	119	69	78	59	16	78	66	47
	20%	17%	22%	24%	19%	18%	13%	20%	20%	25%
										F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base